

FIG.1
CONVENTIONAL ART

ITEM IDENTIFIERS	PREFERENCE ITEMS	PREFERENCE VALUES
1	ENTERTAINMENT	86
17	MUSIC	43
181	POP MUSIC	27
205	NEW AGE	12
6	PERSON	97
67	FEMALE SINGERS	60
197	FEMALE SINGER "C"	19
...

FIG.2

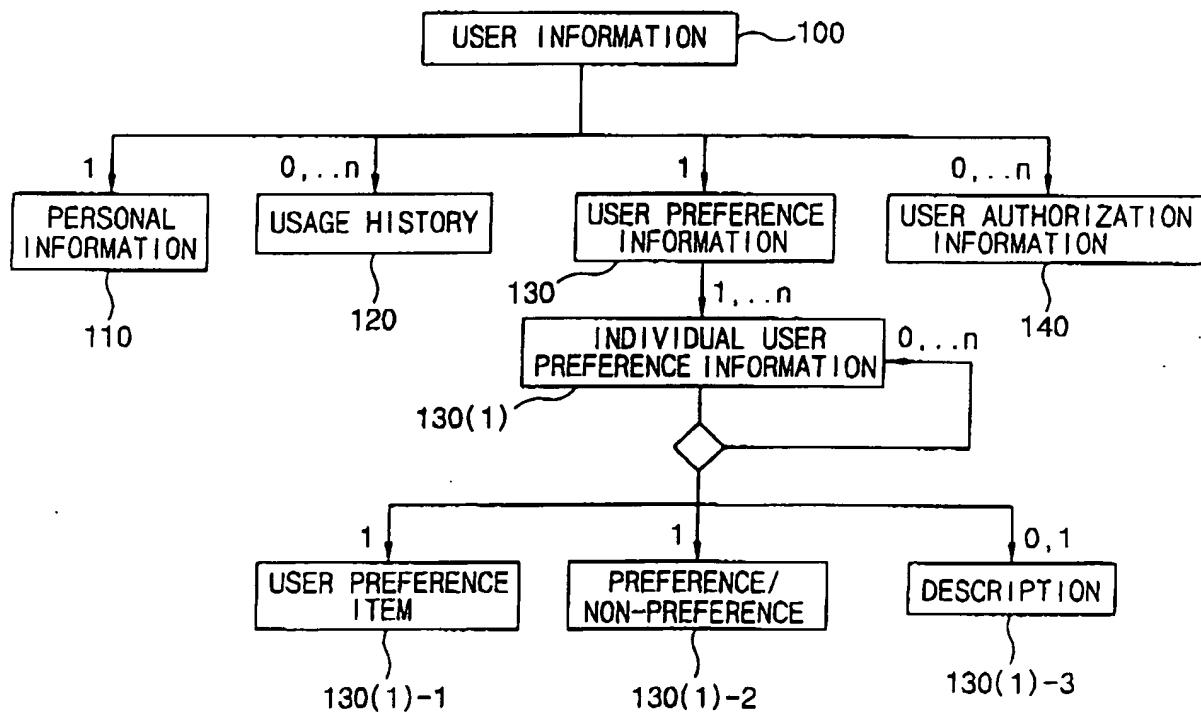


FIG.3

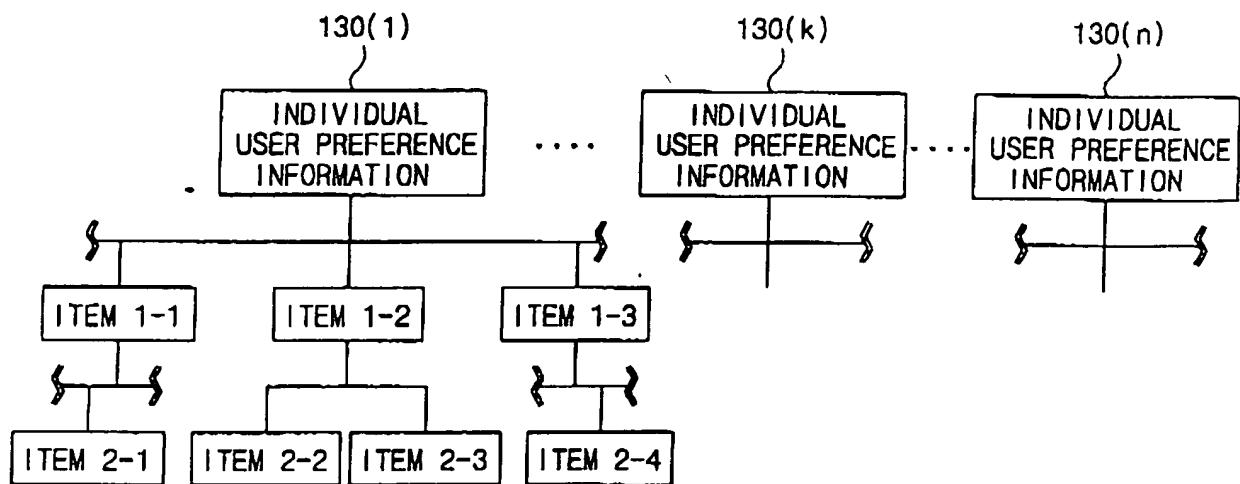


FIG.4

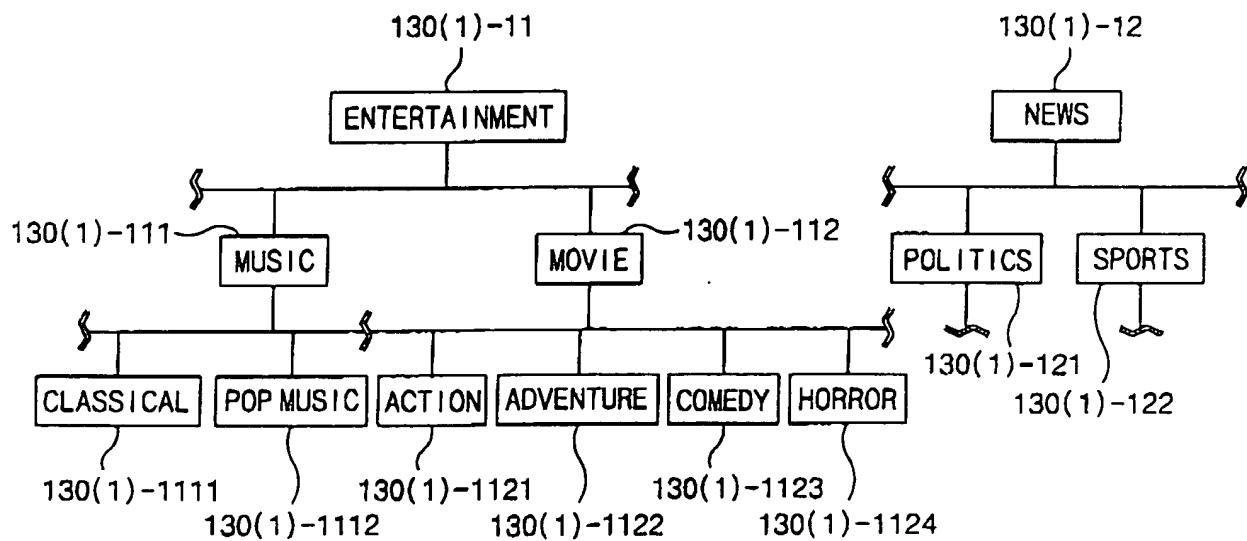


FIG.5

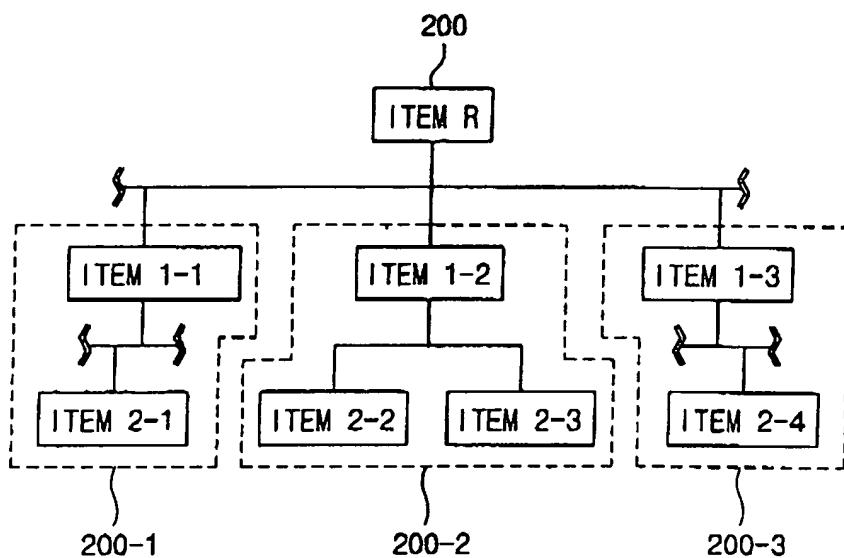


FIG.6

	SELF IDENTIFIERS	PREFERENCE ITEMS	PREFERENCE VALUES	DESCRIPTIONS
0	1	ENTERTAINMENT	86	GENERAL INFO.
1	17	MUSIC	43	GENERAL INFO.
17	181	POP MUSIC	27	GENERAL INFO.
181	205	NEW AGE	12	GENERAL INFO.
0	6	PERSON	97	GENERAL INFO.
6	67	FEMALE SINGERS	60	GENERAL INFO.
67	197	FEMALE SINGER "C"	19	GENERAL INFO.
...

FIG. 7

ITEM IDENTIFIERS(8BYTES)				PREFERENCE ITEMS	PREFERENCE VALUES	DESCRIPTIONS
1 ST 2BYTES	2 ND 2BYTES	3 RD 2BYTES	4 TH 2BYTES			
1	0	0	0	ENTERTAINMENT	86	GENERAL INFO.
1	17	0	0	MUSIC	43	GENERAL INFO.
1	17	181	0	POP MUSIC	27	GENERAL INFO.
1	17	181	205	NEW AGE	12	GENERAL INFO.
6	0	0	0	PERSON	97	GENERAL INFO.
6	67	0	0	FEMALE SINGERS	60	GENERAL INFO.
6	67	197	0	FEMALE SINGER "C"	19	GENERAL INFO.
...

FIG. 8

ITEM IDENTIFIERS(8BYTE)S			PREFERENCE ITEMS	PREFERENCE VALUES	DESCRIPTIONS
1 ST 2BYTES	2 ND 2BYTES	3 RD 2BYTES	3 RD 2BYTES		
1	17	181	205	NEW AGE	12
6	67	197	0	"C"	19
...

FIG. 9

PREFERENCE ITEM IDENTIFIERS	PREFERENCE ITEMS	PREFERENCE VALUES	DESCRIPTIONS
1	ENTERTAINMENT	86	GENERAL INFO.
17	MUSIC	43	GENERAL INFO.
181	POP MUSIC	27	GENERAL INFO.
205	NEW AGE	12	GENERAL INFO.
6	PERSON	97	GENERAL INFO.
67	FEMALE SINGERS	60	GENERAL INFO.
197	FEMALE SINGER "C"	19	GENERAL INFO.
...

FIG.10

PREFERENCE ITEM IDENTIFIERS	PREFERENCE ITEMS	LEVELS	
1	ENTERTAINMENT	0	
2	INFORMATION	0	
3	NEWS	0	
4	EDUCATION	0	
5	ARTS	0	
6	PERSON	0	
...
11	DRAMA	1	1
12	CONCERT	1	1
13	GAME SHOW	1	1
14	VARIETY SHOW	1	1
15	TALK SHOW	1	1
16	MOVIE	1	1
17	MUSIC	1	1
18	SPORTS	1	1
19	ETC	1	1
21	SERVICE INFORMATION	1	2
22	PRODUCT INFORMATION	1	2
23	LOCAL INFORMATION	1	2
...
31	POLITICS	1	3
32	ECONOMICS	1	3
33	INTERNATIONAL	1	3
34	LOCAL	1	3
35	SOCIETY	1	3
36	SHOW BUSINESS/CULTURE	1	3
37	SCIENCE/TECHNOLOGY	1	3
...
41	VISUAL ARTS	1	5
42	AUDITORY ARTS	1	5
43	PERFORMANCE ARTS	1	5
...
61	ACTOR	1	6
62	ACTRESS	1	6
63	DIRECTOR	1	6
64	MALE ANCHOR	1	6
65	FEMALE ANCHOR	1	6
66	SINGER	1	6
...
161	ACTION	2	16

FIG. 11A

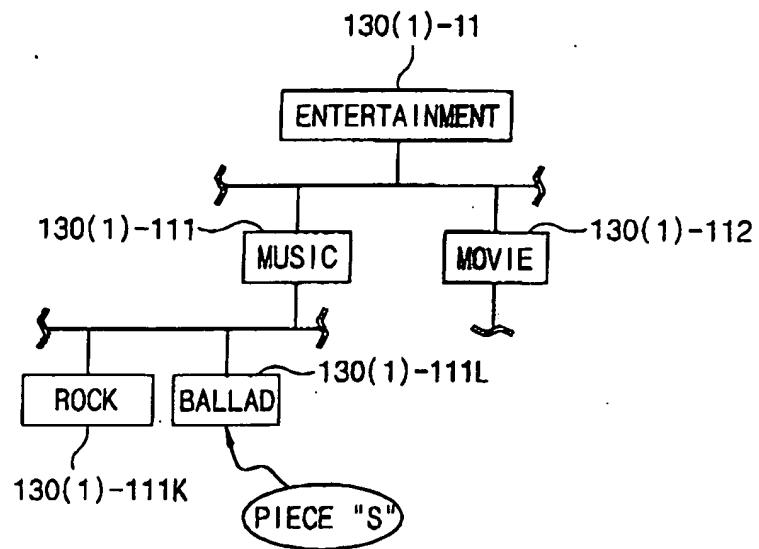


FIG. 11B

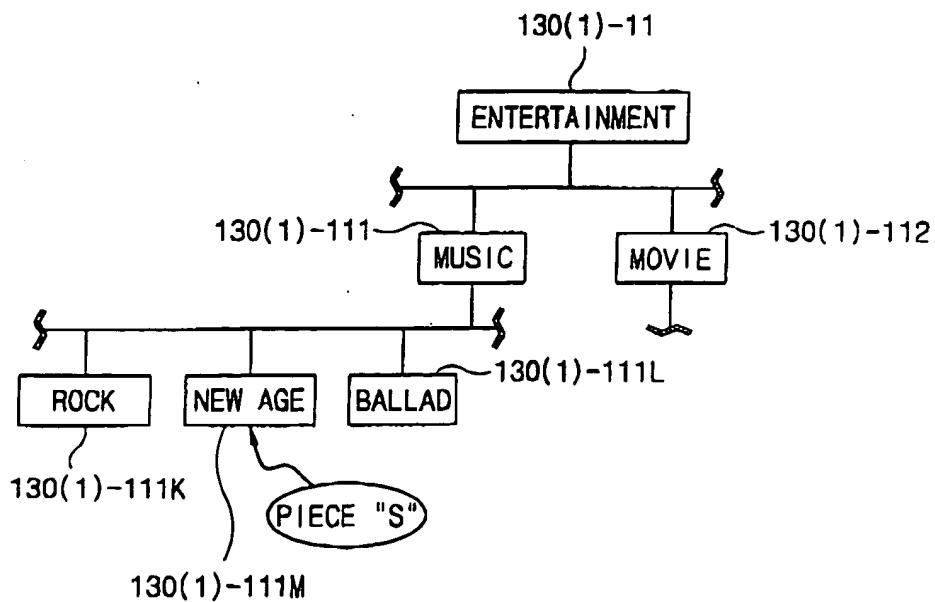


FIG.12A

PREFERENCE ITEM IDENTIFIERS	PREFERENCE ITEMS	LEVELS	
1	ENTERTAINMENT	0	
...
5	ARTS	0	
6	PERSON	0	
...
12	CONCERT	1	1
...
17	MUSIC	1	1
...
41	VISUAL ARTS	1	5
42	AUDITORY ARTS	1	5
43	PERFORMANCE ARTS	1	5
...
181	POP MUSIC	2	17
182	CLASSICAL	2	17
...
207	SAMULNORI	3	181
...

FIG. 12B

PREFERENCE ITEM IDENTIFIERS	PREFERENCE ITEMS	LEVELS	
1	ENTERTAINMENT	0	
...
5	ARTS	0	
6	PERSON	0	
...
12	CONCERT	1	1
...
17	MUSIC	1	1
...
41	VISUAL ARTS	1	5
42	AUDITORY ARTS	1	5
43	PERFORMANCE ARTS	1	5
...
181	POP MUSIC	2	42
182	CLASSICAL	2	42
...
207	SAMULNORI	3	181
...